SBSS Express Seminars Advertising & Communications Seminar Script.

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Advertising and communications is a multi-billion dollar industry in the United States and one of the most likely to benefit from computerization. Everyone, from administrative staff to creative teams to account executives can enhance efficiency and productivity with a personal computer.

This SBSS Express Seminars Business Solution will help you to present effectively to advertising and communications agencies, as well as to marketing divisions within companies. Using these demonstrations in a seminar will allow you to highlight some of the most important business tasks these customers need to perform and get many key benefits across in a short period of time.

To enhance your demonstrations, you may want to use some relevant findings of recent research studies. The results highlighted below can add impressive proof to the benefits and advantages of owning an Apple Macintosh personal computer.

Productivity

Since agencies often work under tight deadlines, increased productivity is a key selling point for Macintosh. Stress that Macintosh has more built-in features, so it can do more for less money. In a recent independent survey Macintosh users rated their productivity 37% higher than MS-DOS users rated their productivity, and 32% higher than users of Windows 2.0.[1]

Training/Installation

Agency revenue and profitability is largely based on billable time, so advertising and communications customers are concerned about ease of training and view a short learning curve as a real benefit. However, most people don't consider the impact of training time on their purchase costs. A recent study shows that Macintosh users require less time to learn how to use their computers than users of MS-DOS systems or users of Windows 3.0.[2]

Another key point you may want to incorporate throughout your seminar is that there are thousands of programs in virtually all areas of business available for the

Macintosh. Also tell your audience that because of consistency across applications, they will be able to learn new programs more quickly.

Compatibility/Connectivity

Macintosh compatibility and connectivity are additional benefits you can highlight during your seminar. Compatibility with MS-DOS is important if agencies need to share information with clients using MS-DOS systems.

Macintosh built-in connectivity is equally important as it allows agencies to share files internally. They should know that Macintosh has the capability to read from and write to MS-DOS, Windows and UNIX. You may want to demonstrate these benefits by running the compatibility and connectivity demo, which is included on your Express Seminars CD.

Price/Value Comparison

Like most businesses, one of the most important concerns of an advertising and communications agency about to computerize or upgrade their current systems is that they make a wise and lasting investment. It is important to remind them that Macintosh systems can ultimately be less expensive than other personal computer systems because training costs, networking costs and overall support costs are much lower.[3] And when they are ready to upgrade their systems, Macintosh provides cost-effective growth paths. A recent study concludes that, overall, Macintosh computers offer the best price-performance value, when compared with similarly configured IBM and Compaq personal computers.[4]

All of these points can help you build to a natural conclusion containing this kind of "bottom line" message: Macintosh is a powerful, versatile business tool that can make advertising and communications agencies more productive in virtually every aspect of their business. And this consistent, proven technology can be theirs at a truly affordable price.

Like the original SBSS Advertising and Communications Business Solution, each folder contains applications that perform the functions indicated by the folder name. These demonstrations have been designed with advertising and communications needs in mind and for presentation to a group.

Preparation Notes

As before, we have used a "Say This, Do This, Show This" format to provide easy instructions for demonstrations. We've also included a MediaTracks version of each demonstration so you can use a self-running presentation, if you choose.

Here are the contents of the Advertising & Communications Business Solution for Express Seminars.

Creative:

- Illustration/MacDraw® Pro
- Page Layout/PageMaker
- Travel Brochure/PageMaker
- Image Processing/Adobe Photoshop

Agency Management:

- Project Planning/MacProject II
- Budget/Microsoft Excel

Accounting:

- Dell & Reed Associates/Accountant, Inc.
- Time & Billing/Timeslips III
- Timeslips Report/Timeslips III

Office Management:

- Forms/FileMaker Pro
- Expense Report/Microsoft Excel
- Word Processing/Microsoft Word
- Office Communications/MediaTracks/QuickMail

Presentations:

- Client Presentation/Aldus Persuasion
- Animated Presentation/MacroMind Director

[1] ***Diagnostic Research, Inc.,*** March, 1990

[2] ***Diagnostic Research, Inc.***, March, 1991

[3] ***Gartner Group,*** June 1989

[4] ***Ingram Laboratories*,*** February, 1991

To assign a price-performance value to the systems tested, a ratio was calculated using the manufacturer's suggested retail price (SRP) and Ingram results. The ratio is calculated by dividing a given system's performance index by the system's SRP. The greater the price-performance value, the greater the system's value to the customer (that is, a system with a .5 ratio offers greater value than a .3 system).

Based on manufacturer's suggested retail prices as of February, 1991. Current SRPs may have changed.

Industry Overview

The Market

- 6,000 firms registered in Adweek Agency Directory or the Advertising Agency Redbook.
- 195,000 employees nationwide.
- The top 41 agencies bill over $76 billion per year.
- 95% of agencies have under 30 employees.
- The industry is largely divided into two segments:
  1. Stand-alone firms (agencies, public relations agencies, marketing consultants, graphics firms, etc.).
  2. Departments of larger firms (advertising, promotion and marketing departments, etc.).
- The market is growing at 8-10% annually.
- Since success hinges on client success, agencies are highly sensitive to clients' economic trends.

The Opportunity

- 15-20% computer penetration among creative professionals.
- The communications industry is comprised almost completely (98%) of white collar workers.
- Current users of computer technology represent high upgrade potential to new and more advanced technology.
- Agencies are willing to invest in ways to improve their output.
- Agencies are beginning to offer more specialized services (direct and incentive marketing, trade show assistance, etc.).
- Agencies look to computers to:
  - Keep up with industry standards and remain competitive.
  - Help generate new business.
  - Expand the types of services they offer their clients.
  - Expand creative experimentation.
  - Control costs and improve margins.
  - Gain faster turnaround time in all areas.
  - Improve the look, feel and image of all documents.
  - Internalize jobs normally farmed out.
  - Lower production costs for type and layout.
- Departments most open to computers include: account service, media, research, production, traffic, finance, new business, creative and direct marketing.

The Target

- Agency Organization:
  - Executive (management, business development)
  - Creative (writers, artists)
  - Media (planning, placement)
  - Research (analysis, tracking)
  - Production (mechanical artists, typesetting, etc.)
  - Specialists (sales promotion, direct mail, events, etc.)
  - Public relations
  - Financial
  - Administrative
  - Strategic (account executives)
- Average age is 30-40 for account executives and younger among creative professionals.
- Creative directors, art directors and their staffs typically have art school degrees.
- Account executives and media buyers have college degrees in subjects ranging from business to philosophy.

Market Challenges/Solutions

Challenges:

- The graphics capabilities of the Macintosh have made it very popular among agencies. In addition to desktop publishing it is important to demonstrate its full business functionality.

Specific Agency Concerns:

- How to charge for services they can now do in-house, as opposed to the fee charged for work formerly contracted out.
- Demise of standard agency commission
- Stress on margins and profits
- Cost containment
- Generation of new business and revenue centers
- Generation of new ideas
- Stiff competition

Key Solutions:

- Creative design/production
- Client presentations/proposals
- Accounting
- Agency management
- New business development

For more detailed information, please refer to your Apple Market Model Guide.

Source: The Apple Market Model Guide. © Apple Computer, Inc., © Qualitative Marketing, 1990.

Using the Automated Business Solution Demonstrations

Each of the five folders appearing in the Advertising & Communications demonstration has been recorded separately in color MediaTracks. You may select the order in which you would like to demonstrate them. At the bottom of the screen you will find 3 buttons that will allow you to navigate through each demonstration.

Play Button (▶) – Allows you to continually move forward.

Pause Button (❚❚) – Allows you to momentarily stop the demonstration.

Stop Button (■) – Allows you to quit the demonstration.

In addition to those icons, MediaTracks will allow you to control the playback of tapes by using the Macintosh keyboard. Below is a list of the commands and the keys that activates the demonstration.

Launching the Automated Business Solutions

- Open Express Seminars Solutions folder.
- Open Automated Demonstrations folder.
- Open Advertising & Communications folder.
- Open Advertising & Communications tape icon to begin.

To view the MacroMind demonstration included in this Business Solution:

- Click the Quit to Animation button.
- Double click the Animated Presentation icon.
- When finished, double click the Advertising & Communications tape icon to resume the MediaTracks demonstration.

General Tips

Display or Hide the Control Panel

Pressing the "H" key on the keyboard will display the control panel for MediaTracks. Clicking on any one of the icons activates them. Pressing the "H" key again will shrink the control panel into an icon. You can hide the icon by holding down the Option key and clicking the icon.

Speed Control

Pressing the "Up Arrow" (↑) on the keyboard will speed up the playback of the tape.

Pressing the "Down Arrow" (↓) on the keyboard will slow down the playback of the tape.

Pause

By pressing the "P" key, you pause the playback of the tape. Pressing the key once more will cause the tape to play again.

Stop

To stop a tape press the "S" key. Most of the time this will also cause MediaTracks to quit, taking you back to the Finder.

Rewind (Start over)

To replay a tape from the beginning press the "[" key.

Repeat

Pressing the "A" key will cause MediaTracks to replay the current tape over continuously. To turn off this feature press the "A" key once more. Pressing the "S" key will still stop the tape playback.

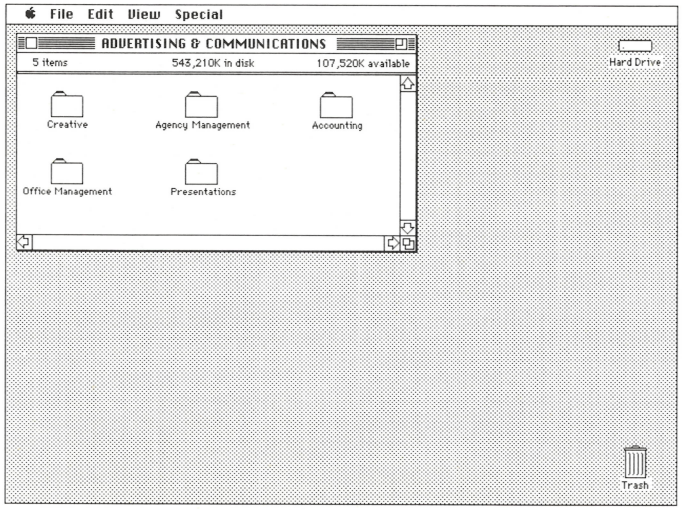
Skip Forward

To skip immediately to the beginning of the next feature, press the "forward arrow" (→) key.

Skip Back

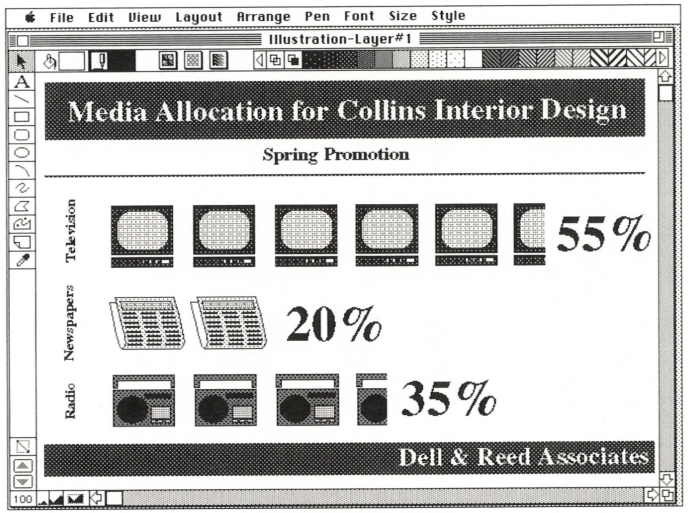
Pressing the "backward arrow" (←) key takes you back to the beginning of the current tape.

Advertising & Communications

Say This	Do This	MediaTracks Do This	Show This
In today's business climate, you have to be versatile to stay competitive. And Apple Macintosh computers can help you run your entire agency more efficiently because it's as versatile as you are. Offering thousands of powerful software applications to choose from, Macintosh computers work for you to provide better service to your clients — and improve your bottom line.	Open **Hard Drive** by double clicking the icon or by selecting it (clicking once) and choosing **Open** under File menu. Open **Advertising & Communications** folder. ▶	Open **Advertising & Communications** tape icon.	
Creative, agency management, accounting, office management and presentations are important aspects of most advertising and communications agencies. We'll go through examples of how Macintosh can help with each area. Notice that Macintosh is organized like your business is — no directories or complicated commands. Just folders showing the work that needs to be done.	Use the mouse to move the pointer over each folder as you name it.		
As you'll see throughout this demonstration, all Macintosh software programs share consistent menus and use commands in plain English, like, cut, copy and paste. There's even an undo command if you change your mind about something you've just done.	Use the mouse to highlight the pull-down menus, pointing out some common commands in the Edit menu.		

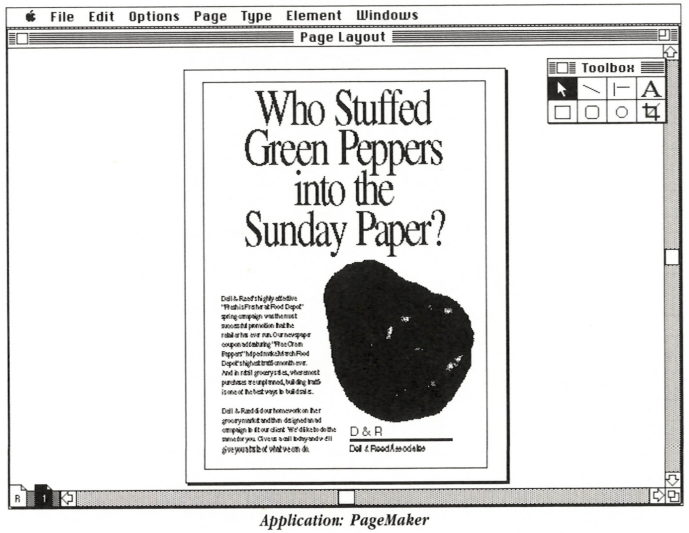
Creative

Say This	Do This	MediaTracks Do This	Show This
The first area we'll look at today is Creative. Whether your creative departments consist of one person or many, Macintosh can help you make your creative product look more professional. Bringing some tasks in-house will give you increased control and cost savings. And since revisions can be done more quickly than with manual systems, you'll be able to provide quicker turn-around for your clients.	Open **Creative** folder. Open **Illustration** document. ▸ Click any item. Select a **color** from the pull-down color palette at top of window. Color of item changes. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	Click on **Creative** folder to launch demonstration.	
Suppose you want to create some graphics for a client. • You have an entire selection of drawing tools plus a palette of colors and shadings to choose from.		Click on **play** button (▶) to continue throughout.	

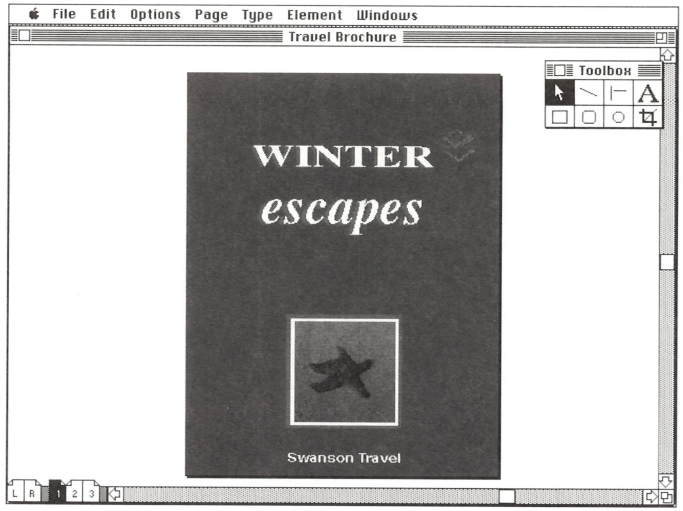
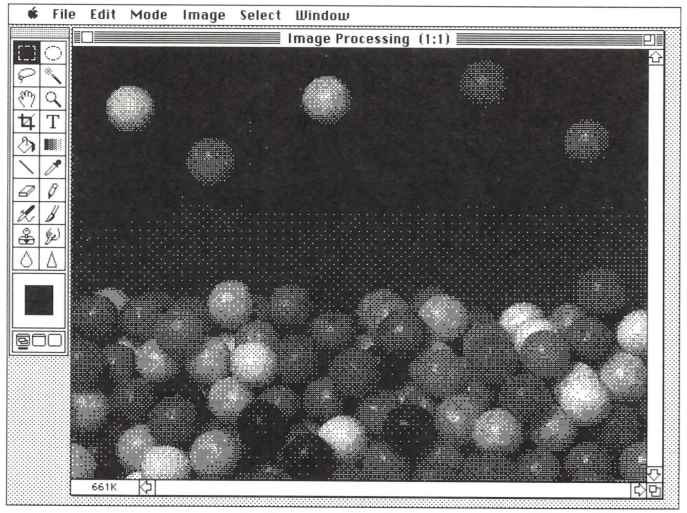


Application: MacDraw Pro

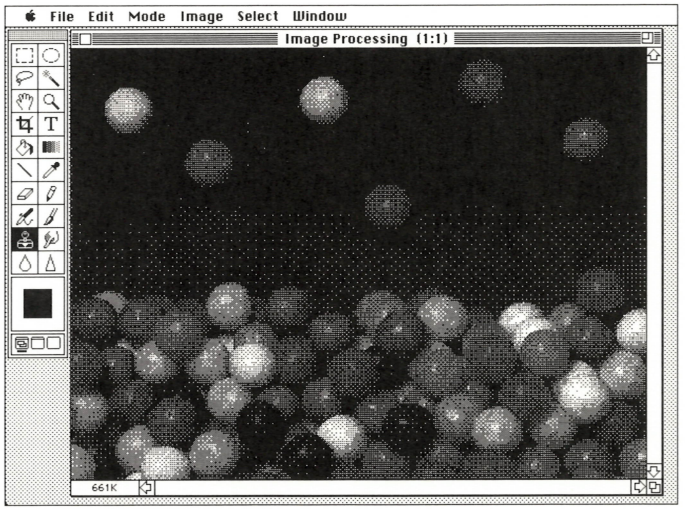
Also, Macintosh can help speed up the time it takes to do layouts. Art directors can take the copy from a copywriter and import it into their layouts to do copyfitting quickly and efficiently. They can also try out different options quickly to explore more and better alternatives. • You can quickly change fonts and headline styles and do kerning. • Just look at the graphic capabilities — shading, line width, sizing, an artist's palette of colors and more. • Naturally, speeding up output means increased revenues. You'll use outside help less often.	Open **Page Layout** document. ▸ Click on a portion of the ad copy. Choose **Edit story** from Edit menu. Editing window appears. Highlight a portion of text. Under **Type** menu, use **Font** submenu to choose new font. Also under **Type** menu, use **Size** submenu to increase or decrease text size, or use **Type style** submenu to change a portion of the copy to **Bold** or **Italic**. Close editing window. Choose **Actual size** from Page menu. Scroll to view text changes. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	•	



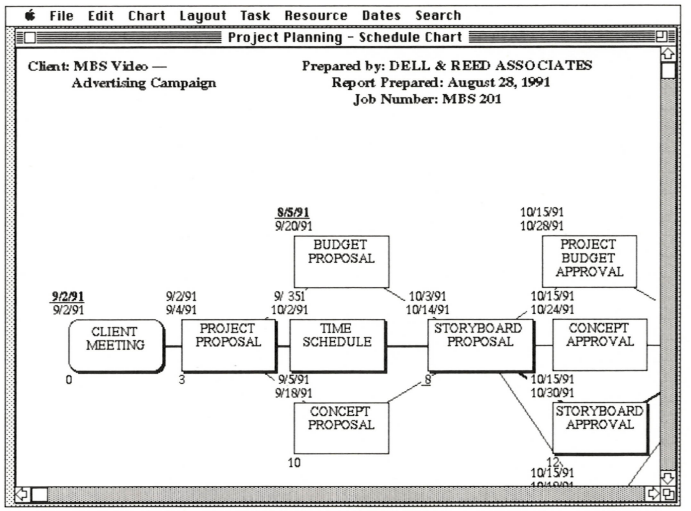
Application: PageMaker

Say This	Do This	MediaTracks Do This	Show This
With Macintosh, you could develop brochures for your clients like the one here. • It's effortless and cost-effective to keep materials like this current. • This is another revenue enhancer for your agency.	Open **Travel Brochure** document. ▸ Click **page icons** (– lower left corner of screen) to display different pages. Choose **Actual Size** from Page menu. Comment on integration of graphics, charts, data, etc. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	•	 *Application: PageMaker*
The Macintosh offers other graphic capabilities, too. For instance, you can scan images, photography and original artwork. • You can examine all kinds of creative options by moving images around quickly and easily. • What's more, the Macintosh will allow you to paint your images with a palette of hundreds of colors, to help you decide what works best. • In other words, with the Macintosh, you can go wherever your imagination takes you.	Open **Image Processing** document. ▸	•	 *Application: Adobe Photoshop*

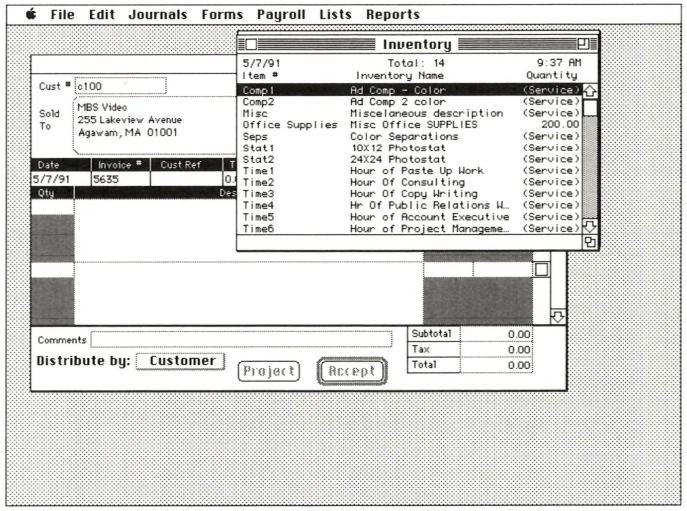
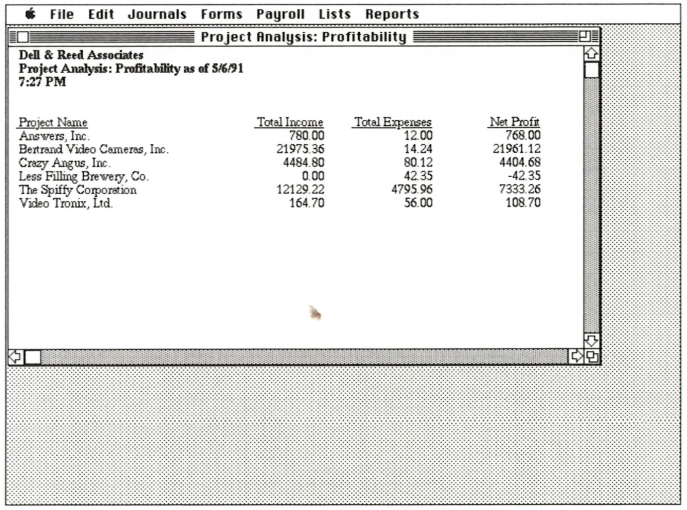
Creative

Say This	Do This	MediaTracks Do This	Show This
Here's an example of how you can alter photographs. Let's say a client wants to add another red gumball to this photo. • Think how cost-effective this tool can be. Now you can get just the right image, in-house. • You can also explore many creative options before you spend money on execution.	Click **rubber stamp** tool (– second tool from bottom on left side in toolbox). While holding down **Option** key place **rubber stamp** tool on the red gumball. Click mouse and release **Option** key. Position **rubber stamp** tool where the new gumball should appear. Click and drag to add a new gumball. ▸ Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	•	
It's so easy for creative professionals to try out options with Macintosh. And the flexibility of being able to change words or layouts to look at other alternatives is likely to create a better product and improve your client service. By streamlining the whole creative process, you'll be able to increase productivity and profitability in your agency.	Close **Creative** folder.	End of demonstration.	*Application: Adobe Photoshop*

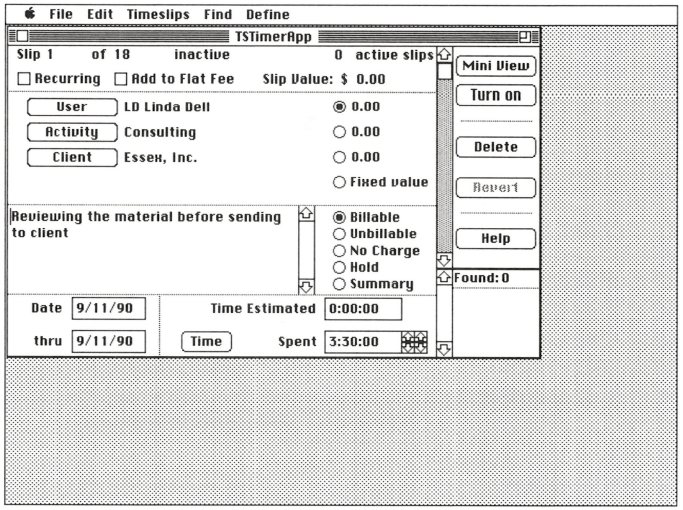
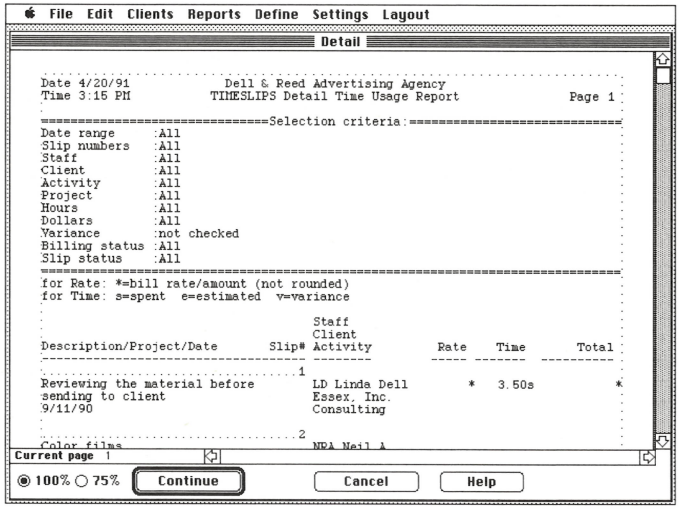
Agency Management

Say This	Do This	MediaTracks Do This	Show This
We know that managing projects well is critical to your success. For example, many people are involved in creating and producing an ad campaign – AE's, creatives, production – with everyone working under different deadlines.	Open **Agency Management** folder. Open **Project Planning** document. ▸	Click on **Agency Management** folder to launch demonstration.	
• Let's say you just found out concepts will be 10 days late. Change the number of days allocated from 10 to 20.	Click inside **Concept Proposal** box. Choose **Show Task Info** from Task menu. Change Task Duration from 10 to 20 days.	•	
If your end date can't change, you can "freeze" it and still allow all other dates to be recalculated and critical times to be highlighted.	Close **Concept Proposal** window. Click **OK** when Task Duration box appears. Note change in critical path. Show the change in **dates** (upper left corner of the **Concept Proposal** box). Choose **Project Table** from Chart menu.	•	
We can also report on this project in many different ways for internal use, or to share with clients.	Review **task boxes**, noting how they list earliest start, latest finish, resource required and elapsed time. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	Click on **play** button (▶) to continue throughout.	
		•	
		•	
		•

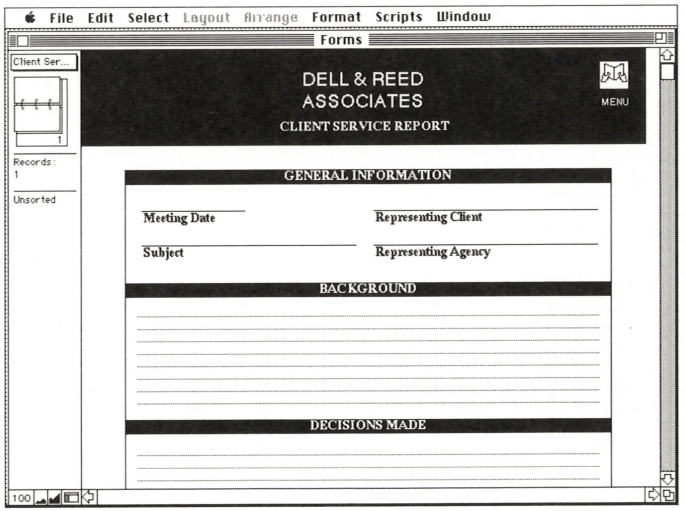
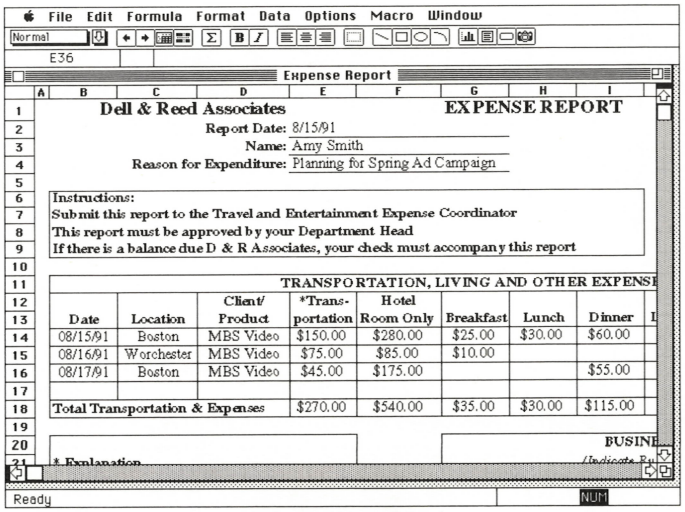
Accounting

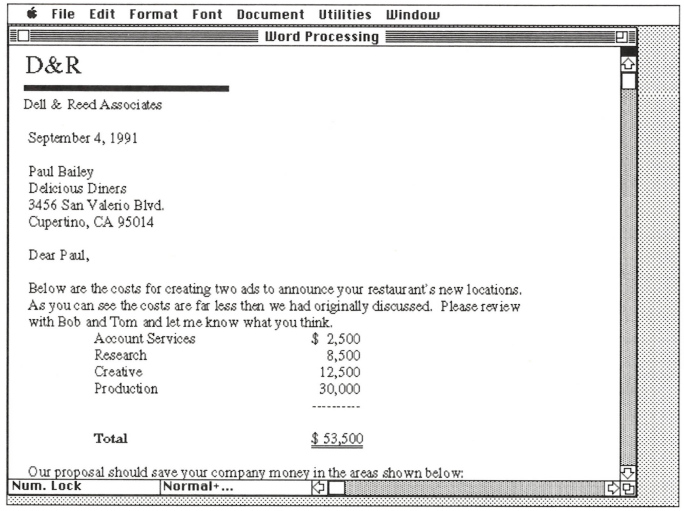
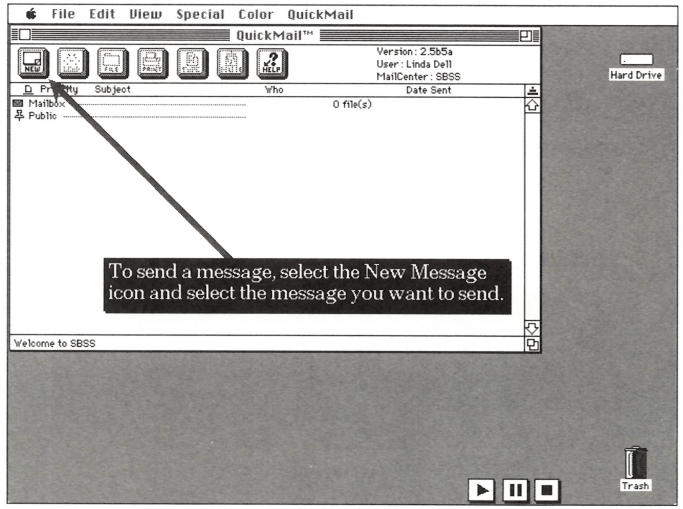
Say This	Do This	MediaTracks Do This	Show This
Accounting and accurate tracking of time are critical to your businesses. A computer that can handle general ledger, accounts receivable and payable and even payroll could make a world of difference. Macintosh can do all that, and more. Employees can track hours and post them to appropriate client jobs with the click of a mouse. Then, you can generate up-to-the-minute reports, by client and by job. You'll get invoices out more efficiently when they're automated. And you can easily find out who's paying quickly and who's taking too long.	Open **Accounting** folder. Open **Dell & Reed Associates** document. Click mouse once to continue. Show pull-down menus for **Journals, Forms**, **Payroll** and **Reports**. Choose **Invoice** from Forms menu. Press **Tab** key. The Customers window appears. Double click any **customer name** to enter on the invoice. Click inside the **Description** column and press **Tab** key. The Inventory window appears. ▸ Double click **Ad Comp** to enter on the invoice. Enter **2** into first line of **Qty** column. Press **Tab** key.	Click on **Accounting** folder to launch demonstration. • • Click on **play** button (▶) to continue throughout. • • • • • • • • • • • • • • • •	 *Application: Accountant, Inc.*
That's just the beginning of the accounting tasks you can do on the Macintosh. • You can review financial reports, like income statements, balance sheets and accounts receivable and payable aging reports. • Project analysis lets you access other types of reports which will help you better manage your business.	Under **Reports** menu, use **Analysis** submenu to choose **Project**. The Project Analysis window appears. Scroll report list and click **Profitability** to select. Click **Analyze** button to create a report. ▸ Choose **Quit** from File menu.		 *Application: Accountant, Inc.*

Accounting

Say This	Do This	MediaTracks Do This	Show This
To ensure proper client billing, you need an accurate accounting of everyone's time. The Macintosh can help you track time and billing with automatic time reports. • Time is the most precious commodity you have to sell. But think of how much of it is often left unbilled, like time spent in phone conversations or making "brief" revisions. That time can really add up fast. • This built-in "stop watch" will automatically track your time to help you recover that "lost" time. With a time and billing function in place, you're able to see which jobs are profitable and which aren't. And you'll be able to more accurately estimate future jobs.	Open **Time & Billing** document and immediately hold down the **Shift** key until dialog box appears. Click **Resident Data Set** and click **Open**. ▸ Choose **New Timeslip** from Timeslips menu to create a new slip. Click **User** button. Highlight a user from list, then click **Select** button. Click **Activity** button. Highlight an activity from list, then click **Select** button. Click **Client** button. Highlight a client from list, then click **Select** button. Click **Turn on** button to activate timer. Click **Mini View** button. Click **Turn off** button when you are done. Choose **Quit** from File menu.	•	 *Application: Timeslips III*
You can print out the timesheets you've been tracking, too, as well as client and expense reports. • What's more, you can graphically depict how you spend your time. • With a click of the mouse, you can print it and keep it for reference later. When it comes to agency needs, the Macintosh can help you make the most of your time. And everyone here is interested in that. Now let's talk about how we can help you manage your office even better.	Open **Timeslips Reports** document. Choose **Continue** when dialog box appears. Choose **Timeslips** from Reports menu. Choose **Detail** from Report type pop-up menu. Click **Print** button to view report. ▸ Click **Cancel** button to close report window. Choose **Quit** from File menu. Close **Accounting** folder.	• • • • • • • • • • • • • • • End of demonstration.	 *Application: Timeslips III*

Office Management

Say This	Do This	MediaTracks Do This	Show This
Most agencies and marketing communications departments are form intensive — client service reports, memorandums, check requests and more. Macintosh can help you save time and money by automating all of them. • You can use existing forms or design a variety of forms, like the client service report you see here. You can also create any of the forms just mentioned. • Follow the same process to create subscription requests, check requests and so on.	Open **Office Management** folder. Open **Forms** document. Click **Client Service Report** icon. A client service report appears. ▸ Click **Menu** icon. Click additional **forms** icons to view, then click **Menu** icon. Choose **Quit** from File menu.	Click on **Office Management** folder to launch demonstration.	 *Application: FileMaker Pro*
Here's an example of an expense report form you could design for your businesses. • Notice how it recalculates and totals all items as they are entered. • What's more, these reports will stay on file unless you choose to delete them, so they're always there for quick reference. With the Macintosh, your forms will not only be customized and readily accessible, they'll be more accurately filled-in. And better record keeping means better client service.	Open **Expense Report** document. ▸ Scroll to view additional portions of the document. Click **cell E14** in the expense report, then type a number. Press **Return** key to enter number and recalculate total. Choose **Undo Entry** from Edit menu. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	Click on **play** button (▶) to continue throughout.	 *Application: Microsoft Excel*

Say This	Do This	MediaTracks Do This	Show This
You can also develop high quality correspondence using the Macintosh like this client cost estimate letter. Adding visual impact, even to copy-intensive materials, can make them more effective. • You can change a typestyle, underline for emphasis or check your spelling. • You can also cut and paste copy, from paragraphs to complete pages, to different sections of the document. • With the Macintosh, you also have the ability to calculate numbers, alter graphs and rearrange your data. All of this without ever leaving the word processing program.	Open **Word Processing** document. ▸ Demonstrate cutting & pasting, changing fonts and styles. Check spelling by selecting **Spelling** from Utilities menu. Click **Start Check** button. Click **OK** when End of document dialog box appears. Change 2,500 to 5,000 in ad cost column. Delete column total. Highlight complete column, except total. Choose **Calculate** from Utilities menu. New total appears, boxed in lower left corner of screen. Click in **Total cell**. Choose **Paste** from Edit menu. New total appears. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	•	 *Application: Microsoft Word*
Enhanced interoffice communication is another benefit with Macintosh. You can send messages and mail instantly from one person to another via electronic mail. • To send a message, select the New Message icon and the message you want to send.	Open **Office Communications** document. Click on **play** button (▶) to continue throughout. ▸	•	 *Application: MediaTracks/QuickMail*
You can share files with clients, too, even if they're working on other systems, such as MS-DOS or UNIX. It's one more way the Macintosh makes the most of your connections, saving time and money. Finally, let's talk about Presentations and how the Macintosh can help with them.	Close **Office Management** folder.	End of demonstration.	

Presentations

Say This

Communication is a key element for all of your businesses. It's important to make effective, professional presentations — in presenting work you've done for current clients, in pitching new business or in developing presentations for your clients to use themselves. Whether you're creating a visual or verbal presentation, the Macintosh can help you improve the way you present your agency's ideas and its business to others. Because it lets you explore many creative options in developing your presentations.

For example, say you're presenting a new product introduction marketing plan.

- You can create high quality slides, overheads or leave behinds. And save time and money by doing it in-house.

But what if you want more sizzle? Why not animate your presentations?

- As you can see, you can add extra excitement to your presentations. Imagine the other possibilities — in-house seminars, concepting, TV spots and more.

With a Macintosh and your staff's imagination, your presentation possibilities are endless.

Do This

Open **Presentations** folder.
Open **Client Presentation** document.
Choose **Slide show** from File menu.
Click **OK** when Slide show options window appears. ▸
Slide show launches automatically.
When done choose **Quit** from File menu.

Open **Animated Presentation** document. The presentation launches and ends automatically. ▸

Close **Presentations** folder.

MediaTracks Do This

Click on **Presentations** folder to launch demonstration.

•

•

Click on **play** button (▶) to continue throughout.

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End of demonstration.

Show This

Client Presentation

Application: Aldus Persuasion

Animated Presentation

Application: MacroMind Director

Summary

Say This

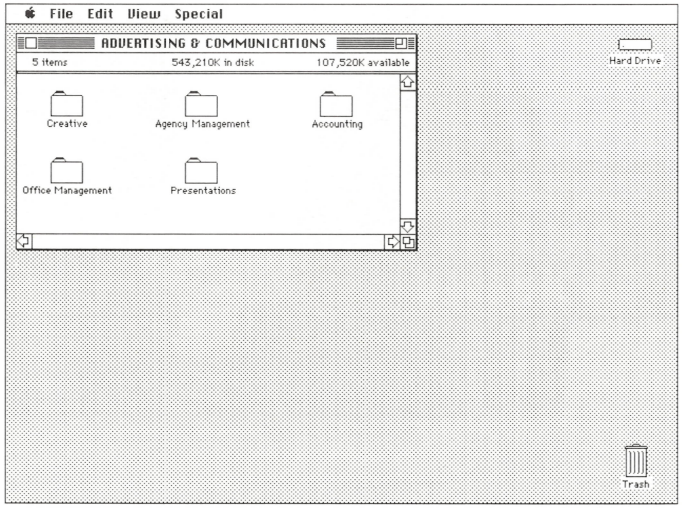
Today I've shown you how to manage your entire agency with one computer, the Macintosh. So whether you're pitching a new account, planning and executing a complete advertising campaign or managing your office, this tool will help make sure it's easy, affordable and only a click of the mouse away.

Macintosh works the way you do. It adapts to your working environment, gives you more control over your business and provides solutions to virtually all of your business needs. It will help the creative process and improve all your communications. And it offers a proven growth path for the future. That's the power of Macintosh. That's why it should be your computer.

Do This

MediaTracks Do This

Show This



SBSS Express Seminars Business Solutions Directory: Advertising & Communications

Located on your SBSS Express Seminar CD is a HyperCard stack of Macintosh business solutions including Apple and third party software and hardware products called the Apple Business Solutions Directory. It includes detailed product descriptions, pricing, system requirements and developer contact information. Use this tool as an information resource to provide your customers with details about Macintosh applications that are available to meet their specific needs.

Here's a sample of the Advertising & Communications solutions found in the directory, more detailed information about these products are located on the CD:

Adobe Illustrator

Adobe Systems Incorporated
1585 Charleston Road
P.O. Box 7900
Mountain View, CA 94039-7900
(415) 961-4400

Adobe Illustrator 3.0 is a graphic design tool. In addition to freehand sketching and drawing tools for straight lines, curves, and other graphic objects, the program features grouping of objects, a blend tool for airbrush effects, custom PostScript patterns, transformation tools and PANTONE color capability. Text can be entered, edited, and manipulated on screen; placed on a curve; or wrapped around an object. The user can also kern type and edit PostScript Type 1 typeface outlines. A new graph tool allows the user to create several styles of graphs based on spreadsheet data, with links between the files so that the art is updated if the data changes. The program can also produce color separations.

Aldus Persuasion

Aldus Corporation
411 First Avenue S.
Seattle, WA 98104
(206) 622-5500

Aldus Persuasion desktop presentation software allows creation of presentation outlines, finished overheads, 35-mm slides, and speaker notes. Ideas are entered into the outline, and Persuasion automatically formats the text into visuals. The program includes an outline processor, automatic slide layout, business charting and graphing tools, advanced drawing tools, and presentation management tools such as a slide sorter, automatic slide builds, on-screen slideshow, speaker notes, and audience handouts. It creates color or black-and-white output, 35-mm slides, or overhead transparencies.

MacroMind Director

MacroMind, Inc.
410 Townsend Street, Suite 408
San Francisco, CA 94107
(415) 442-0200

MacroMind Director is a professional multimedia presentation and animation tool. The user can create graphics, text, and animations; synchronize them with sound and video; and add a full range of interactive controls. With the Director's Overview Module, the user can import graphics, animations and sounds. The Paint module in the Studio allows the user to create and edit 8- and 32-bit graphics. The Score is a time-line where the user can position and animate artwork, add sounds and transitions, control the pace of the animation, assign color palettes, add special effects, and more.

Microsoft Word

Microsoft Corporation
1 Microsoft Way
Redmond, WA 98052-6399
(202) 882-8080

Microsoft Word is for business professionals who work with words. Full what-you-see-is-what-you-get editing, footnotes, headers, and footers. Users can apply unique features to create side-by-side paragraphs, lists and forms. It allows users to customize the interface by placing the most frequently used commands on any menu. The program also includes revision marking, improved style sheets, a 130,000-word spelling checker, click-and-drag outline, and more.

PageMaker

Aldus Corporation
411 First Avenue S.
Seattle, WA 98104
(206) 622-5500

Aldus PageMaker 4.0 integrates text and graphics, enabling users to write, design, and produce professional-quality printed communications quickly and easily. It provides flexibility, power, and complete user control over the entire design and production process with features such as automatic text flow through an entire document, user-defined style sheets, automatic text wraparound for graphics, and image controls for scanned photographs and bitmap illustrations. Additional features include sophisticated text-handling capabilities, professional typographic controls, and enhanced support for long documents.

Mention of non-Apple products is for informational purposes only and constitutes neither an endorsement nor a recommendation. Apple assumes no responsibility with regard to the selection, performance, or use of the products. All understandings, agreements, or warranties take place directly between the vendors and the prospective users.

BUDGET WORKSHEET

CLIENT: XYZ Corporation **Job: XX-543** **JOB NAME:**

BILLING TOTAL COSTS	ELEMENT DESCRIPTION: DELIVERY DATE: QUANTITY:	Poster 24 x 36, photo, 4c 2,000	POP Display 12 x 9 x 10, 2c 1,000
10,600	010 PRINTING	1,750	2,850
4,800	011 COLOR SEPARATIONS	1,500	0
15,400	**CATEGORY 0 COST**	**3,250**	**2,850**
8,000	100 ART DIRECTION	1,000	3,500
5,250	101 COPYWRITING	500	750
2,500	102 PHOTO DIRECTION	500	0
15,750	**CATEGORY 1 COST**	**2,000**	**4,250**
1,800	200 PHOTOGRAPHY	500	0
650	201 MODELS AND PROPS	150	0
0	202 ILLUSTRATION	0	0
2,450	**CATEGORY 2 COST**	**650**	**0**
1,700	300 DESKTOP PUBLISHING	350	500
375	301 STATS	120	120
0	302 TYPE	0	0
2,075	**CATEGORY 3 COST**	**470**	**620**
850	400 DESKTOP MANAGER	200	200
700	401 PRODUCTION MANAGER	150	150
1,800	402 TRAFFIC MANAGER	400	400
675	403 TRAFFIC COORDINATOR	125	125
4,025	**CATEGORY 4 COST**	**875**	**875**
600	500 MISC. SERVICES	150	150
200	501 SHIPPING	50	50
0	502 COLLATING	0	0
800	**CATEGORY 5 COST**	**200**	**200**
0	600 PARTNER	0	0
0	601 V.P. EXECUTIVE	0	0
800	602 V.P ACCT. SUPERVISOR	200	200
1,000	603 ACCOUNT SUPERVISOR	300	300

U.S. Communications

U.S. Communications, a marketing agency, has offices located in Minneapolis and Chicago. They offer expertise in strategic research, planning and execution for all areas of marketing including promotion, direct marketing, event marketing and collateral development. They use a wide range of Macintosh computers and peripherals for account work, budgeting, and creative functions.

U.S. Communications serves as the agency of record for clients such as Apple Computer, Inc., GTE Telephone Operations, Oscar Mayer Foods Corporation, Mobil Oil Credit Corporation, and The Quaker Oats Company. This document, a project budget, was created using Microsoft Excel 3.0.

For more examples of materials created by small businesses using Macintosh computers, review the contents of the Made on Macintosh folder found on the SBSS Express Seminars CD.

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